

MAIL SURVEYS — COST ESTIMATES				
Step	Item/Activity	Sub-Components	Estimating the Cost	Notes
Plan	Staff time		___ days @ \$ ___per day	Staff involvement will vary depending on size of agency.
Sample	Staff time		___ days @ \$ ___per day	If data is in a centralized database, allot time for preparing the code for data extraction. If data needs to be obtained from local providers, allot time for that type of activity and for creating a combined database.
Mailouts		Paper	___ packages @ \$ ___per ream	While it is not absolutely necessary to send a pre-survey letter, it does improve the response rate and create trust.
		Printer cartridge/toner	___ packages @ \$ ___per package	If not a part of agency overhead.
		Address labels	___ packages @ \$ ___per package	Labels are unnecessary if you are using window envelopes and properly fold the letter.
		Envelopes	___ packages @ \$ ___per package	Be sure they accommodate all materials being enclosed.
		Mail out preparation	___ hours @ \$ ___per hour	Include folding, stuffing, stamping, labeling, and mailing activities.
		Postage	___ Surveys @ \$ ___per package	You will need to send out about four times the number of completed surveys you need for your analysis.
Pilot Test	Staff time		___ hours (or days) @ \$ per hour (or days)	Include time for preparation, mailout, and analysis.
	Materials	Use mailout budget items above	See above (Mailout) items	Limited materials for small survey mailout.
Revise	Staff time		___ hours @ \$ ___per hour	Update plan based on pilot test.
Survey	Notify service recipients— staff	Staff time for mailout	___ hours @ \$ ___per hour	

	Notify service recipients—materials	Use mailout budget items above	See above (Mailout) items	Include all items in (Mailouts) section above.
	Call sheet preparation	Staff time	___ days @ \$ ___per day	Lists of clients for interviewers to call.
	Survey calls	Interviewer training	___ Calls per hour x ___	Training time will depend on the experience of the interviewers. Even experienced interviewers need training for specific surveys.
	Survey calls	Interviewer Call time	___ Calls per hour x ___	During the Pilot, you can determine the length of the call. Estimates are also provided on the Toolkit you choose. Be sure to build in time for calls that are attempted but not completed.
Prepare Data	Data entry		___ hours @ \$ ___per hour	Separate data entry is needed only if you do not have data entry being completed while the call is made.
	Data Cleaning		___ hours @ \$ ___per hour	Proof read and check for accurate coding.
	Merge files, verify data		___ hours @ \$ ___per hour	Merge if data are in multiple files. Verify that all data are correct.
Analyze Data	Staff time			The cost of the analysis will depend upon what level of detail is needed for the report. Allow 2–4 weeks for a brief analysis and up to 1–2 months for a very detailed report.
	Materials	Purchase data analysis software		Access, Excel, SPSS, or SAS
Prepare Report	Preparing the report	Staff time	___ hours @ \$ ___per hour	Once the analysis is complete, the report can be prepared in approximately 2 weeks.
	Reviewing the report	Staff time	___ hours @ \$ ___per hour	Include staff time for editing.
	Printing the report	Staff time	___ hours @ \$ ___per hour	
		Materials		The cost of in-house printing varies greatly from a commercial printer.

Disseminate	OPTIONS			Costs will vary depending upon how the information is shared.
	Web site			
	Email			
	Interoffice			
	Postal service	Postage	___ Reports @ \$___per package	
	Group meetings			
	Conferences			
Additional Costs				